

U. S. CARS ON TRIAL BEFORE THE WORLD

Foreign Supplies Cut Off by
War, Countries Are Turn-
ing to U. S.

SALES UP ALL THE YEAR

American automobile manufacturers are not only doing more business in this country than ever before but they have been called upon by the neutral nations of the world to fill the demand for automobiles and motor trucks formerly supplied by three of the world's greatest manufacturing and exporting nations now embroiled in the war. The responsibility thus put upon the automobile manufacturers of America involves more than a mere matter of so many dollars profit. It means that the American automobile and motor truck are on trial before the world.

President Charles T. Jeffery of the Thomas B. Jeffery Company, Kenosha, Wis., is one of those American manufacturers who have been called upon to face and solve this unique and important problem.

"Those countries which formerly bought from the warring nations have turned to the United States to supply their needs in many lines," said Mr. Jeffery. "Many people have the mistaken idea that most of the foreign business being done to-day is war business, but an examination of the figures discloses the fact that this is but a small proportion of the export trade. The total of exports from this country for the month of October, for example, amounted to \$381,638,578, while the total of all war materials shipped from this country during the same period was only \$40,661,560.



C. T. JEFFERY.

In our own business, for example, we have been feeling a tremendous demand for pleasure cars and trucks originating in those foreign countries which are at peace. This demand has come from such countries as Australia, New Zealand, South Africa, Spain, Denmark, Norway, China and Japan, Argentina, Chile, Cuba, India, Java and the Philippine Islands. The demand for pleasure cars has met with great success in these fields, because the demand is largely for a standard car of Jeffery quality. Jeffery prices. We have found in our foreign trade a direct reflection of the domestic demand; foreigners are particularly favorable to a high grade four cylinder car equipped with a high speed motor and seven passenger body.

"This foreign business combined with the introduction of the Jeffery Sedan has solved in our business one of the most difficult problems met in the manufacture of motor cars—the seasonal character of the demand. At the time when the American demand for open cars begins to drop off in the late fall, countries in the Southern Hemisphere, such as South America, Australia and South Africa, are coming into the market with their heaviest requirements for shipments. This again acts to the advantage of the American manufacturer, as well as to the United States as a whole. It maintains a demand for labor during the season when men are most in need of work."

During the first six days of December this year, for example, the Jeffery company shipped more cars than were shipped during the entire month of December a year ago. At the present time approximately 3,000 cars are employed in the factory, as compared to 1,800 a year ago.

King Was First in Detroit.

It is not generally known, but the King Motor Car Company holds the distinction for having the first automobile to run on the streets of the world's greatest automobile manufacturing center—Detroit. The first King appeared in 1894.

FAST TRIP BY NEW STANDARD.

L. J. Goldman Drives From Pittsburgh to New York in 16 1/2 Hours.

L. J. Goldman, vice-president of the Duffy Motors Corporation, accompanied by Roy Lasher of the mechanical department of that company, has just completed a very interesting and speedy trip from Pittsburgh to New York to this city.

"We were at the factory on Tuesday last," said Mr. Goldman, "and decided it would be an interesting trip to drive from Pittsburgh to New York in one of our cars which was then ready to be shipped. When we started we did not in any sense intend to make record time, but after we clipped off the first thirty miles from Pittsburgh to Greensburg in fifty minutes flat we were so pleased with ourselves and the performance of the car that we decided to go through to New York on the 'loop'."

"When the smoke had finally cleared away our running time from the moment we left F. C. Vanderhoof at the Port Pitt Hotel in Pittsburgh until we arrived at the Forty-second street ferry, Westchester, was exactly 16 hours and 30 minutes."

"While I do not suppose this is in any sense a record run between Pittsburgh and New York, considering the fact that we took a new and untried car which we never at any time had out of high speed with the exception of starting and stopping, climbed four fairly good mountain ranges, reaching at one time a height of 3,000 feet, I believe that this is a performance which will take 'some going' to beat."

THE ALUMINUM CAR IS OFFERED IN MARMON

Cylinders Cast of the Light
Metal, With Ground
Iron Sleeves.

What might be aptly called the aluminum car has made its bow at the automobile show. For years engineers have been experimenting with aluminum and its alloys, with the end in view of using this lighter metal for motor car construction. One manufacturer is now satisfied that aluminum can be successfully employed, not only for body, hood, fenders, radiator shell, underpans, etc., but also that it can be used for the main structural part of the motor.

This manufacturer is the Nordyke & Marmion Company of Indianapolis, which has just broken the spell of the mystery car which has been the talk of the trade for weeks, and announced at the show a new model, designated the Marmion 34.

An examination of this new car discloses that the cylinders are cast of aluminum, with ground iron sleeves inserted in the cylinder bores to take the flame of the explosion. The motor is of six cylinders valve in head type.

A trade paper writer who made a visit to the factory, rode and drove in the car and made a thorough and careful study of the chassis, says:

"Possessed of years of experience in the manufacture of the largest and most powerful class of costly cars, the Marmion company has now turned its attention to making a vehicle which will outperform any it has made before and at the same time weigh vastly less. The new car is in every sense a luxury car, yet it is 1,000 pounds lighter than the great majority of automobiles of its class."

"It is a high sided type with a high hood and if necessary to classify it would belong somewhat to the Italian school of automobile engineering. The body looks quite massive despite its remarkable lightness."

In the Marmion exhibit three body types are shown, a seven passenger touring car, four passenger roadster and three passenger roadster. The Marmion company has set a new price standard, the price for the three, four or five passenger type being \$2,700, for the seven passenger type \$2,750.

SIX HUMPHRIES ARE SHOWN.

Elaborate Color Schemes Are Features of This Exhibit.

One of the largest and certainly one of the most attractive exhibits at the Palace is the Humphrie, which occupies a prominent space on the main floor, right aisle. Six separate body types of the series N Humphrie comprise the exhibit in addition to the cut-out chassis.

The elaborate color scheme of the various body styles makes the Humphrie exhibit distinctive. The chassis is beautifully finished in cream white and Clinchbar red; the sedan is finished in English violet; the seven passenger touring car is attractively shown off by a body of chrome yellow, and the chassis and wheels, which are wire, are painted in a light cream color. The other models of the five passenger touring car, the roadster, the limousine and the year round touring are finished in the standard Brewster green.

BANKERS NOW AID AUTO INDUSTRY

Change From Scepticism to
Solid Support Noted by
Harry W. Ford.

MOTOR STOCKS FAVORED

By HARRY W. FORD,
President Saxon Motor Car Company.

No phase of the motor car industry is more interesting than the changed attitude of bankers all over the country from the scepticism of a few years ago to the eager support of to-day. Everybody remembers how not so many years ago bankers pretty generally were either outwardly antagonistic or doubtful about the automobile business. On the one hand they said the motor car was plunging the nation into an era of extravagance and leading people to take their money out of banks. On the other hand many bankers used to refer to the motor car as a fad and were afraid to risk their money in support of an automobile company or an automobile dealer. They simply looked upon the motor car business as an unsafe investment.

It is only within recent times that the bankers have reversed their old stand and have shown both willingness and eagerness to lend financial aid to motor car enterprises simply because they consider the automobile business as safe an investment as there is to-day. I remember the time two years ago when the Saxon Motor Company made its bow in Grand Central Palace and I had an opportunity to observe the spirit of the banking industry. We were signing up dealers for Saxon cars and you would be surprised how many prospective dealers were actually accompanied by bank presidents from their home towns or brought letters from their home bank officials.

At that time we noted that the banks had changed from an attitude of ant-



HARRY W. FORD.

tagonism or doubt to one of support. Where a short time ago they hesitated to loan money to any automobile dealer on his stock, they are now ready to extend financial aid in any possible manner to pave the way to the dealers' success.

As an instance of how the banks endorse the automobile business, the Harriman National Bank of New York recently ran a large advertisement in the newspapers. The body theme being an enthusiastic endorsement of the motor car. Under the heading of "A Great Public Utility," it stated that the automobile has long ceased to be merely an expensive luxury and is now an economic necessity to practically every one. Continuing, the Harriman institution stated that the automobile has brought outlying districts close to the city, has increased values and has put more money into circulation. It concludes that it "would be glad to see every farmer and merchant in possession of an automobile, first, for his use in his industry, and second, for his pleasure."

Times have changed. Instead of assuming scepticism toward the motor car industry the banks, for instance, now advise the purchase of motor stocks. Thus they endorse motor companies as investments. Furthermore, they now finance motor car concerns with absolute security because they consider the automobile industry a sound, safe one to do business with. They recognize that the motor car has come to stay, just as the telephone, telegraph and typewriter have, and that automobiles are going to become more and more numerous all the time.

Lots of Aluminum Used.

The Willis-Overland Company is one of the biggest users of aluminum in the world. This year the company will consume a total of 20,000,000 pounds. Aluminum is the lightest of all commercial metals.

MODEL K MARION ON VIEW.

Two Body Type Shows Has Six Cylinder Motor.

The era of specialization in the automobile industry is exemplified in the production of the Mutual Motors Company of Jackson, Mich., builders of the Marion Six, who are exhibiting at the automobile show their latest product in a one chassis, two body type display of the Model K Marion.

This Marion is the fulfillment of a demand for a high grade, beautifully finished and moderately priced Six, with the comfort demanded in this day of transcontinental touring.

The wheel base is 120 inches, unusually long for this type and priced car. The car is equipped with a foreign type, high speed, six cylinder motor, with cylinders and upper half of crank case cast integral. The electrical equipment is the latest type Westinghouse starting, lighting and ignition, known as the two unit system. The carburetor is the latest type Zenith. The clutch is multiple dry disc type. The transmission is selective sliding type. This Marion also embodies the latest development of the Hotchkiss drive.

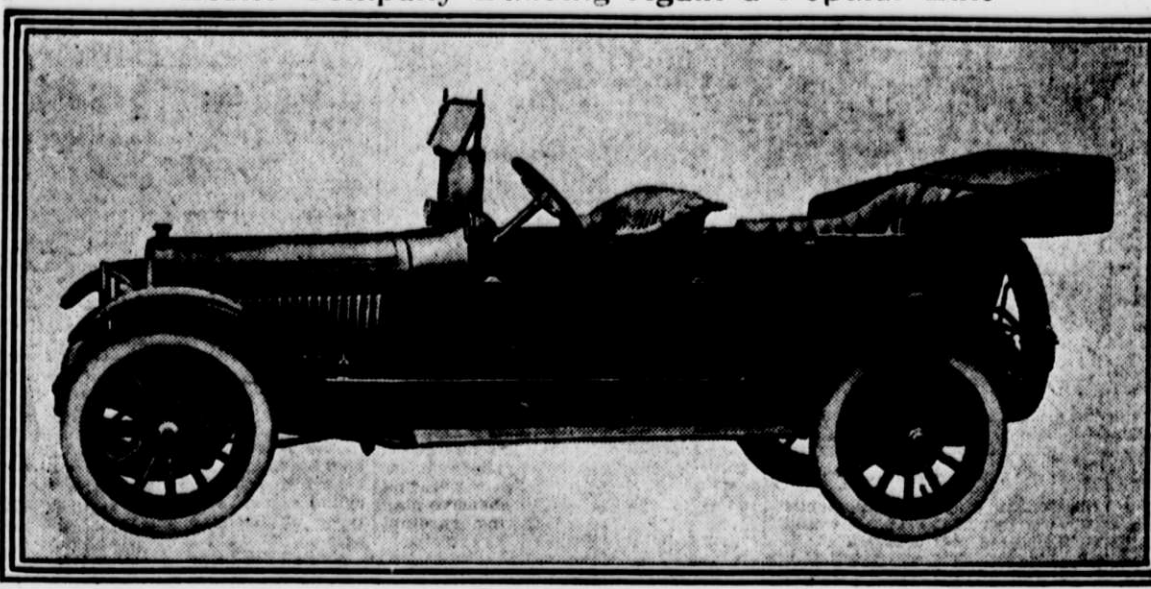
When Goodyear Meant Home.

An interesting bit of news received by the Goodyear Tire and Rubber Company recently came from a former employee, now a soldier in Europe. He writes: "I had an unusual experience in the trenches. I was out one night trying to locate a sniper who was thought to be operating in the rear of our lines. Coming to a path behind a ledge about 600 yards from our front line of trenches, I passed my hand lightly over it to search for fresh tracks and found the well defined imprint of a Goodyear All-Weather tread tire. Lying out in the mud on an inky black night, fingering the trail of a Goodyear, seemed to me like meeting an old friend."

Government Ought to Be Pleased.

The mailing department of the Willis-Overland Company pays Uncle Sam over \$75,000 a year for stamps.

Lozier Company Building Again a Popular Line



PATHFINDER OILING SYSTEM.

Difficulties of Lubrication in V Type Motor Are Overcome.

"The Pathfinder company made constructive experiments of the multiple cylinder motor for a period of years before becoming entirely satisfied that the twin six motor more nearly approached perfection than any other," said Roy Senior, local Pathfinder distributor. "We discovered that when a motor is built into a 'V' the problem of lubrication presents tremendous difficulties where the splash system of lubricant distribution is depended upon. The twin six, spreading its two rows of cylinders at an angle of only sixty degrees, as against the unavoidable angle of ninety degrees in the twin four, somewhat relieves the difficulty; it does not entirely solve the problem as long

as the splash system is depended upon entirely.

"Pathfinder the Great," the latest model of the Pathfinder company, has a valve in head twin six motor with an oiling system which insures equal and constant lubrication to each cylinder at all times and under all road conditions. In this system the lower half of the crank case forms an oil reservoir, covered with a primary oil strainer, to prevent splashing. All bearings are supplied with oil from a gear pump provided with a distributor which alternately forces the oil to the various points to be lubricated."

Ward Leonard Starter on King.

The Ward Leonard starting system on the eight cylinder King is the same type as used on the highest price foreign cars—Rolls-Royce, Lancia, Renault, etc.

GARFORDS TO SWEEP SNOW.

Get Contract to Clear East River Bridges.

The Department of Bridges of New York city, because of the success of Garford motor trucks in piling and sweeping the at times unbecomingly snow from the streets of New York under Commissioner Fetherston's direction, has made a contract with the R. E. Taylor Corporation, Eastern distributors of Garford motor trucks, to clean all the bridges under its control when snow or slush appears.

This contract is due to the good work of the Garfords in sweeping clean and piling up for shovellers huge mountains of snow. The ploughs attached to the huge six ton Garfords will sweep the long East River bridges clean all winter long. An interesting sight worth watching.

REPUBLIC PLANT ENLARGED.

Company Says Demand Will Take Every Truck Produced.

Large factory buildings have just been completed at the Republic Motor Truck Company's plant in Alma, Mich. The new units are of reinforced concrete and follow in plan, lighting and equipment the latest pronouncements of the science of factory structure. They put the entire factory in departmental series, facilitating the moving of work—an important factor with the big increase of demand which is expected to set a new mark in truck production for America.

With the new buildings F. W. Ruggles and M. A. Holmes of the Republic, here for the automobile show, assert that the factory is now the largest in the world devoted exclusively to the manufacture of motor trucks. Even with the increased facilities the Republic representatives say that the demand now in sight for the coming year will take every truck they can produce.

The company is making a line of four models. A three-quarter ton with open express body priced at \$998; one ton chassis, \$1,275; two ton chassis, \$1,978, and three ton chassis, \$2,850.

VEHICLES SELLING WELL HERE.

Called the Best Cars Ever Produced by Garland.

The Garland Automobile Company, 1888 Broadway, New York, have sold more than 1,000 Veile automobiles in the territory around New York. Most of these were cars selling from \$1,500 to \$2,000. G. W. Garland, Jr., says that the 1916 models of the Veile are the finest automobiles ever produced at this factory.

The agencies of the Veile company throughout the country have more than tripled because of the new models brought out for 1916. The model 22, which sells for \$1,065, is as good an automobile as was ever produced at that price and agents are confident that the coming season will show big business for the Veile.



NEW SERIES 17

FOUR FORTY HORSE POWER \$845
SEVEN-PASSENGER
SIX FIFTY HORSE POWER \$1050
SEVEN-PASSENGER

In announcing the new SERIES 17 Studebaker Cars, Studebaker for the fifth time in its history, conclusively proves its ability to produce high class cars at moderate prices.

Incorporating a series of refinements in the general design, these cars stand supreme as the QUALITY cars of the season—typical exemplars of the highest development of automobile production by one of the world's ablest and most highly organized manufacturing institutions.

Greatly increased volume coupled with Studebaker's unexcelled manufacturing facilities and experience in designing and manufacturing motor cars of the highest quality have enabled us to offer these new Series 17 models at attractively low prices.

But it has long been axiomatic in the industry that Studebaker QUALITY is never to be measured by Studebaker PRICE—and the new SERIES 17 cars are only to be considered on standards of quality applying to cars for which you are willing to pay much higher prices—as the highest achievements of this GREAT manufacturing institution that for 64 years has held the esteem of the world as a QUALITY manufacturer.

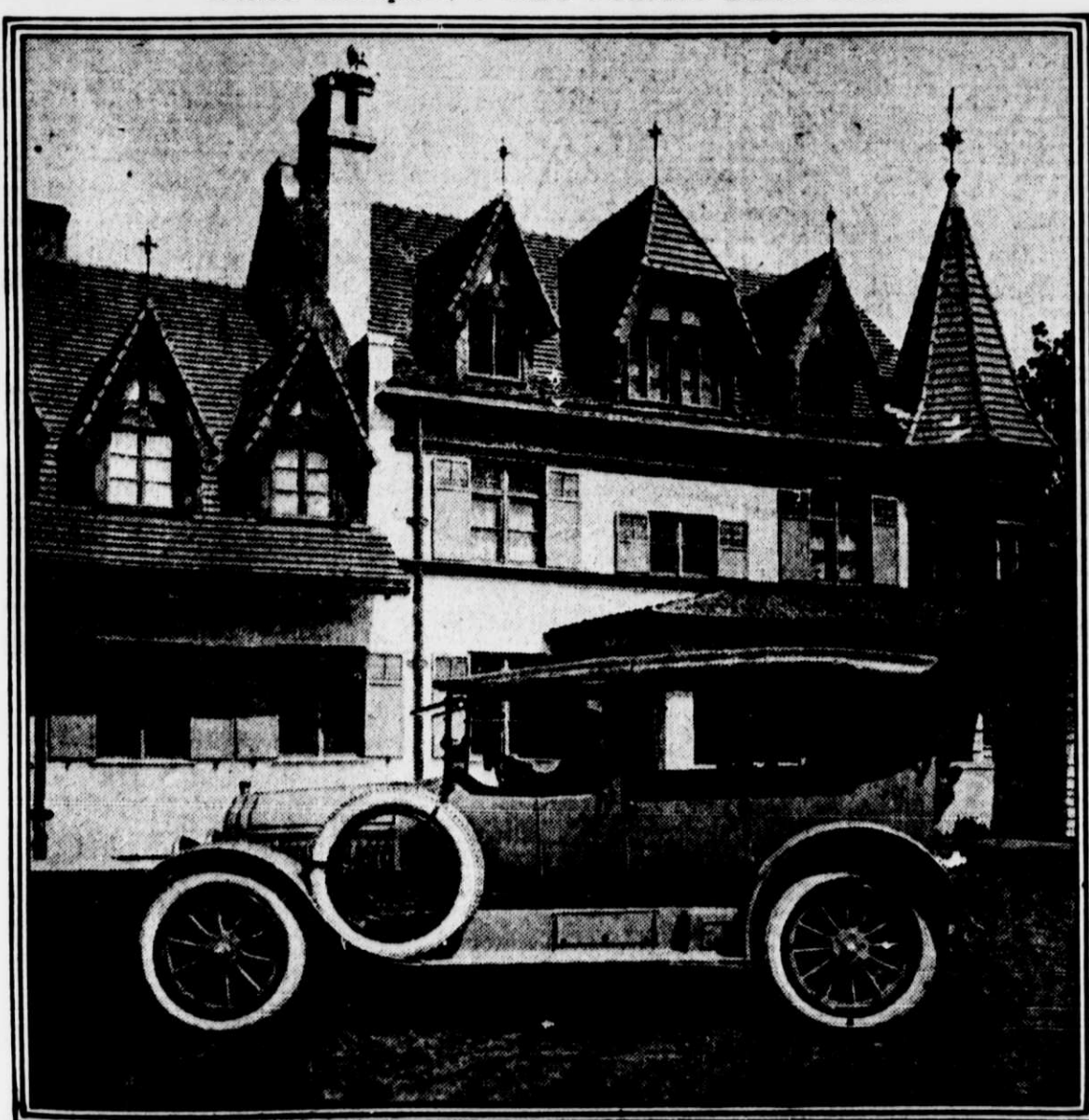
We urge every man who expects to buy a car, no matter at what price, to see the new SERIES 17 models before he decides. More than 3,000 of the Studebaker Dealers are prepared to give demonstrations NOW.

See these New Models at the Grand Central Palace Show. Also see the exhibition of Closed Cars and Commercial Cars at our Retail Store, 56th and Broadway.

The Studebaker Corporation of America

NEW YORK SHOWROOMS—56th & Broadway, New York. Telephone, Circle—1400.
BROOKLYN RETAIL HEADQUARTERS—1291 Bedford Ave., Brooklyn. Telephone, Decatur—1484.
DEALERS IN THE BRONX—Read & Read, 361 E. 149th St., Bronx. Telephone, Melrose—9933.

White Company's Cars Feature Salon Show



Four-Cylinder Models
and Prices
Touring Car, 7-pass... \$ 845
Roadster, 3-passenger... 825
Landau... 1145

Six-Cylinder Models
and Prices
Touring Car, 7-pass... \$1050
Roadster, 3-passenger... 1025
Landau... 1350
Coupe, 4-passenger... 1600
Sedan, 7-passenger... 1675
Limousine, 7-passenger... 2500

Half-Ton Commercial Cars
and Prices
Panel Delivery Car... \$ 875
Express Body... 850
Station and Baggage
Wagon... 875

One-Ton Commercial Trucks
and Prices
Open Express,
complete... \$1200
Stake Body, complete... 1250
Bus, 16-passenger, full
equipment... 1400
F. O. B. Detroit